

DATA AS OF JUNE 1, 1974
 CIGARETTES MANUFACTURED AND SOLD
 BY PHILIP MORRIS INCORPORATED
 FOR USE IN TEST MARKETS

BRAND	TYPE	FILTER TYPE	CIGT.	APPROXIMATE LENGTH		TIP-PING	DATE TEST MARKET BRAND INTROD.	DATE CURRENT PRODUCT INTROD.	TEST MARKET
				FILTER	LENGTH				
1. Benson & Hedges 100's	Filter	C.A.*	100	27		32	12/67	7/71	Okla. City
2. Parliament	Filter	C.A.	80	20 plus 5 recess		30	3/74	3/74	Atlanta Milwaukee
3. Parliament	Filter	C.A.	85	20 plus 5 recess		30	3/74	3/74	Atlanta Milwaukee
4. Marlboro	Filter Menthol	C.A.	80	19		23	8/73	8/73	Oakland San Francisco Boston E. Hartford Jersey City Manchester Portland Providence Springfield
5. Alpine	Filter Menthol	C.A.	100	25		31	3/73	3/73	Phoenix
6. Philip Morris International	Filter Reg. & Menthol	C.A.	100	27		32	4/74	4/74	San Francisco Oakland

*Ventilation system used.

C.A. = Cellulose Acetate